

1. (Proposed amdt. To claim 1) A method for responding to a broadcast segment, the method comprising:

Providing a communications device capable of receiving the broadcast segment;

Extracting, using the communications device, a unique event identifier from the broadcast segment corresponding to a particular segment, the unique event identifier being provided by a data manager;

Detecting a response by a user to the broadcast segment;

Polling the communications device to determine a user identifier;

Creating, using the communications device, a data packet comprising the unique event identifier and the user identifier;

Communicating the data packet to the data manager for response to the data packet.

34. (Proposed partial amdt. To claim 34—other amdts similar to those above)

A method for tracking and compiling user responses to a broadcast segment, the method comprising:

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Compiling a summary of user responses;

Generating reports for industry segments based on the summary of user responses.